

## **Abstract**

This bachelor thesis is focused on the media image of Czech football referees in connection with two problematic causes and also contains the research of public opinion about the activities of Czech football referees. Both mentioned cases took place in the Czech football background during the 2015/2016 league season. The first case concerns to the statements of former referee Libor Kovařík and his several other colleagues against the functioning of the referees committee of the Football Association of the Czech Republic and against alleged practices of the vice-chairman of the Czech football association, Roman Berbr. Kovařík's confession about the alleged situation in the Czech football was published in Czech journal Sport in August 2015, and consequently evoked concerns in the Czech football scene. The second case, which was analyzed in the context of the referees, was the officiating of the first-league match between Příbram and Slavia Praha by drunken referees Marek Pilný and Jiří Jech in May 2016. The relevant media contributions in the three news online servers focusing on sports, namely [isport.blesk.cz](http://sport.blesk.cz), [sport.idnes.cz](http://sport.idnes.cz) and [sport.cz](http://sport.cz), are analysed by the qualitative analysis. The research of public opinion about the activities of Czech football referees is also part of this thesis.